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Application Number

10/604,004

Filing Date

06/20/2003

First Named Inventor

Marvin Yakos

Art Unit

3624

Examiner Name

James . Alpert

Attorney Docket Number

1031005

ENCLOSURES (Check all that apply)

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<input checked="" type="checkbox"/> Amendment/Reply	<input type="checkbox"/> Petition	<input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
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<input type="checkbox"/> Reply to Missing Parts/Incomplete Application	<input type="checkbox"/> Landscape Table on CD	
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Remarks

Amendment Response to Non Amendment 3/18/05.

Ret. Receipt Postcard to Joel I. Rosenblatt

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Joel I. Rosenblatt		
Signature	<i>Joel I. Rosenblatt</i> 3-30-2005		
Printed name	Joel I. Rosenblatt		
Date	03/30/2005	Reg. No.	26025

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Application Serial No. 10/604,004

Group Art Unit 3624

Filing Date: 3/21/2003

Examiner: James M. Alpert

Inventor: Marvin Yakos

Attorney docket No. 1031005

Substitute Amendment In Response To Notice of Non Compliant Amendment Mailed 3/18/2005

In the Claims.

Claims 1 to 20, are cancelled.

New claims are added as follows.

21. (New) A system for multi-level affiliate associated marketing for customer and vendor transactions, comprising,

first means for a system control site including means for data communications between said system control site and a plurality of separate sites;

said first means, including second means for recording separate customer vendor transactions at two or more of said plurality of separate sites,

said first means including third means for identifying system participants related to said separate customer vendor transactions;

said first means including fourth means for storing a plurality of separate respective marketing distribution levels, for said system participants and identifying from said plurality of marketing levels, respective levels for said system participants; and

said first means includes fifth means, in response to said first means, said fourth means, and said third means, for calculating separate payments for said separate system participants, at said respective levels.

22. (New) The system of claim 21, wherein, said third means includes means for identifying at least one target organization; said fourth means includes means for identifying a separate level within said plurality of marketing distribution levels, for said target organization, and said fifth means includes means for calculating a separate payment for said target organization.

23. (New) The system of claim 22, including means responsive to said fifth means for paying said respective